



WCPO

wcpo.com
kypost.com

ORDER

Print Date 10/29/12

Page 1 of 2

Flight Dates 10/13/12-10/23/12

Contract / Revision 314516 /

Original Date / Revision
10/27/12 10/27/12

Advertiser Mandel / Republican / US Se

Agency Strategic Media Placement

Buying Contact

7669 Stagers Loop
Delaware, OH 43015

Product

OH US SEN JOSH MANDEL OCT 13

Agency Com 15%

Billing Contact

7669 Stagers Loop
Delaware, OH 43015

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:10:00

Estimate # 2897

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL CAND

Product Codes PL

Priority P-8

Advertiser Ref

Primary Account Executive
Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share 100% Market Value 12415

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WBQC	%	0
WCET	%	0
WCVN	%	0
WKON	%	0
WKRC	%	0
WLWT	%	0
WPTO	%	0
WSTR	%	0
WXIX	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	44	\$10,552.75	\$12,415.00	0.00	10/01/12	10/23/12	44	\$10,552.75	\$12,415.00
Totals	44	\$10,552.75	\$12,415.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
1	WCPO	10/13/12	10/23/12	SA-SU GMTS 8-9a SA-SU GMTS 8-9a	CM	8-9a	-----	:30	0	\$160.00	P-8	0.00	NM	1	\$160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	-----1-		1				\$160.00		0.00			
	Week:	10/15/12	10/21/12	-----		0				\$0.00		0.00			
	Week:	10/22/12	10/28/12	-----		0				\$0.00		0.00			
2	WCPO	10/13/12	10/23/12	SA-SU GMTS 8-9a SA-SU GMTS 8-9a	CM	8-9a	-----	:30	0	\$190.00	P-8	0.00	NM	1	\$190.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	-----1		1				\$190.00		0.00			
	Week:	10/15/12	10/21/12	-----		0				\$0.00		0.00			
	Week:	10/22/12	10/28/12	-----		0				\$0.00		0.00			



WCPO

Print Date: 10/29/12

Page 2 of 2

wcpo.com
kypost.com

Contract / Revision 314516 Flight Dates 10/13/12-10/23/12

Hiatus Dates

Original Date / Revision 10/27/12/ 10/27/12

Order Sep 00:10:00

Advertiser Mandel / Republican / US S Product OH US SEN JOSH MANDEL Estimate # 2897

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
3	WCPO	10/13/12	10/23/12	M-F 9-10a Live with Regis and Kelly	CM	M-F 9-10a	-----	:30	0	\$125.00	P-8	0.00 NM	7	\$875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
		Week: 10/08/12	10/14/12	-----		0				\$0.00		0.00		
		Week: 10/15/12	10/21/12	11111--		5				\$125.00		0.00		
		Week: 10/22/12	10/28/12	11-----		2				\$125.00		0.00		
4	WCPO	10/13/12	10/23/12	M-F 11a-12p View	CM	11a-12p	-----	:30	0	\$185.00	P-8	0.00 NM	8	\$1,110.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
		Week: 10/08/12	10/14/12	-----		0				\$0.00		0.00		
		Week: 10/15/12	10/21/12	11111--		5				\$185.00		0.00		
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg Type</u>		
5	WCPO	10/15/12-10/21/12		M-F 11a-12p		11a-12p		MTWThF----	:30	(\$185.00)		0.00 NM		
		See MG 4.8, 4.9, 4.10 [Political P3's going in]												
8	WCPO	10/23/12-10/23/12		M-F GMTS 6-7a		6-7a		-T-----	:30	\$125.00		0.00 NM		
		Ⓜ MG for 4.5 10/19												
9	WCPO	10/23/12-10/23/12		M-F 1202-107a Jimmy Kiml		1202-107a		-T-----	:30	\$50.00		0.00 NM		
		Ⓜ MG for 4.5 10/19												
10	WCPO	10/23/12-10/23/12		M-F 106-206a Frasier		106-206a		-T-----	:30	\$10.00		0.00 NM		
		Ⓜ MG for 4.5 10/19												
		Week: 10/22/12	10/28/12	11-----		2				\$185.00		0.00		
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg Type</u>		
7	WCPO	10/22/12-10/28/12		M-F 11a-12p		11a-12p		MT-----	:30	(\$185.00)		0.00 NM		
		Credited [-\$185. Will add to current estimate 3053.]												
5	WCPO	10/13/12	10/23/12	M-F 2-3p 2-3pm General Hospital	CM	2-3p	-----	:30	0	\$600.00	P-8	0.00 NM	7	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
		Week: 10/08/12	10/14/12	-----		0				\$0.00		0.00		
		Week: 10/15/12	10/21/12	11111--		5				\$600.00		0.00		
		Week: 10/22/12	10/28/12	11-----		2				\$600.00		0.00		
6	WCPO	10/13/12	10/23/12	M-F 3-4p 3-4pm Katie	CM	3-4p	-----	:30	0	\$200.00	P-8	0.00 NM	7	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
		Week: 10/08/12	10/14/12	-----		0				\$0.00		0.00		
		Week: 10/15/12	10/21/12	11111--		5				\$200.00		0.00		
		Week: 10/22/12	10/28/12	11-----		2				\$200.00		0.00		
7	WCPO	10/13/12	10/23/12	M-F 4-5p Ellen M-F 4-5p Ellen	CM	358-5p	-----	:30	0	\$280.00	P-8	0.00 NM	6	\$1,680.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
		Week: 10/08/12	10/14/12	-----		0				\$0.00		0.00		
		Week: 10/15/12	10/21/12	11111--		5				\$280.00		0.00		
		Week: 10/22/12	10/28/12	1-----		1				\$280.00		0.00		
8	WCPO	10/13/12	10/23/12	M-F 7-730p 7-730p The List	CM	M-F 7-730pm	-----	:30	0	\$400.00	P-8	0.00 NM	7	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
		Week: 10/08/12	10/14/12	-----		0				\$0.00		0.00		
		Week: 10/15/12	10/21/12	11111--		5				\$400.00		0.00		
		Week: 10/22/12	10/28/12	11-----		2				\$400.00		0.00		
													Totals	44 \$12,415.00